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Alberta INDUSTRIAL NEWSLETTER

- INNISFAIL REFINERY
- CROP SPRAYING
- LIVESTOCK WATERERS
- TOWN OF VEGREVILLE

DEPARTMENT OF INDUSTRY AND DEVELOPMENT / Hon. A. R. PATRICK, Minister
INDUSTRIAL DEVELOPMENT BRANCH / R. MARTLAND, Director

VOL. 4, No. 5 EDMONTON, ALBERTA, CANADA DECEMBER, 1960

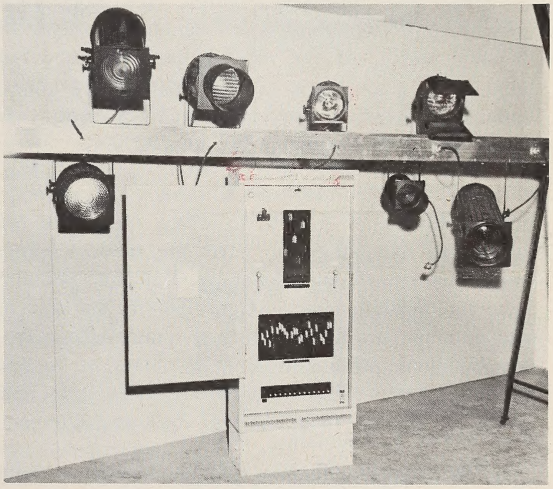
UTAH FIRM LOCATES CANADIAN PLANT AT CALGARY

Stage lighting equipment suitable for small church halls or large civic auditoriums is being produced in Calgary by the Ariel Davis Manufacturing Company Ltd. The firm is a wholly-owned subsidiary of a Salt Lake, Utah, concern that has been in the stage lighting business for 12 years.

The Canadian factory was organized last June although the company has had a sales organization operating from Lethbridge for almost three years. The plant is located in rented 3,000-square foot quarters at 3648 Manchester Road. Equipment cost was nearly $5,000. The firm will employ approximately seven persons with an annual payroll of between $30,000 and $35,000. Production should reach $100,000 in the first year.

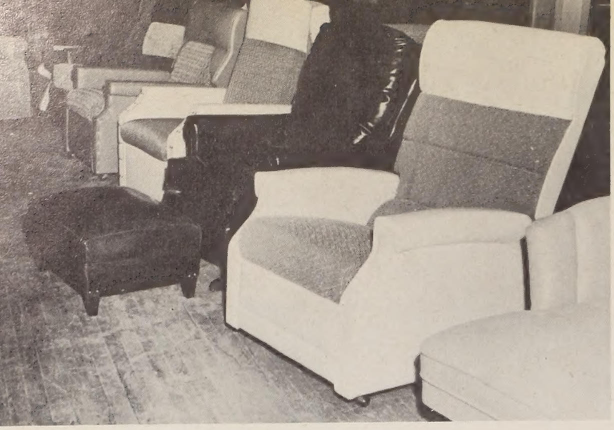
All types of electrical stage lighting equipment will be produced at Calgary when the plant reaches full production early next year. Channel mounts with a capacity of up to 30 stage circuits will be a major item. The mount is made of extruded aluminum and has tracks at the top and bottom to which spot and floodlight units can be attached or located in any position. Length varies from 5 to 30 feet. Ten different types of stage light housings using long life "par" lamps are being made. The firm will also feature black-lighting equipment to produce special ultraviolet fluorescent stage effects.

Automatic lighting control and dimming panels in various sizes will be produced next year. The panels allow operators to pre-select a lighting sequence and utilize dimming effects.



A channel mount with several Ariel Davis stage light housings are shown along with a dimming panel.

The new manufacturing concern also features electrical laboratory equipment suitable for use in schools. A basic unit provides single or three phase A.C. electric power. A complete laboratory unit would include transformers, rectifiers and voltage multipliers, filter packs, meters, rechargeable battery pack for D.C. current, and other components.



Several of the firm's chair designs are shown here.

Plant to Produce Occasional Chairs In Hundred Styles

The Vogel Furniture Company, a division of the Never-Sag Upholstery Company Ltd. of Toronto, recently has established a branch plant at Calgary to produce upholstered furniture for the Western Canada market.

The new furniture house will concentrate initially on production of occasional chairs in some 100 different styles. At the present time 30 basic fast-moving styles are being manufactured. The company hopes to build chesterfield suites at the Calgary plant sometime in the future.

The Vogel Furniture Company operation is unique, insofar as Alberta furniture plants are concerned, in that all frame parts are made solely of eastern hardwoods, and are shipped already machined from the Toronto factory. Cover fabrics are also cut and sewn in Toronto. The bulk of remaining materials required are purchased from Alberta, or western Canada sources. The latter materials include hardware, felt, rubber foam, springs, nails and screws.

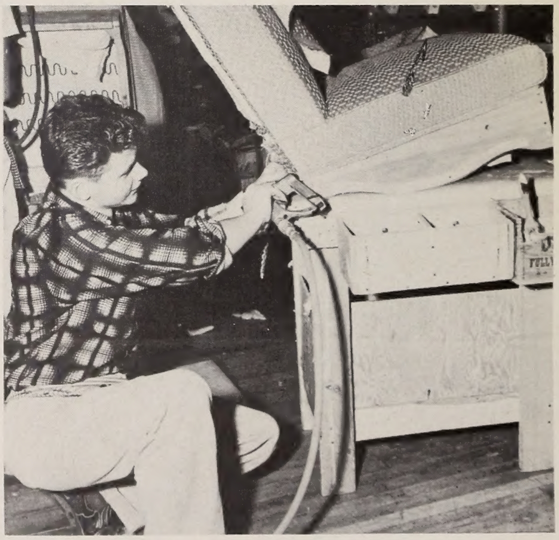
The major casual chair style line manufactured by the new Calgary plant is the reclining chair under the brand names of "Swing King" and "Restline". Swivel chairs and platform rockers are also produced. One of the most popular styles this year features an extremely comfortable and soft back that is filled with kapok . . . a fluffy substance which is obtained from milkweed buds and used as a stuffing. The use of kapok in furniture is considered a comparative new innovation.

The plant has two "L"-shaped production lines. One is presently used in chair production. The other will be used for chesterfield suite production.

In the present chair operation the pre-cut wooden frame parts for the seat, back and arm assembly are assembled, dowelled and screwed in separate phases. The springing and upholstery of these components also takes place as separate operations. Vinyl used is heated in a pre-heating oven to make it pliable. The seats and backs are joined together to form the frame proper, followed by installation of arms, footstool and reclining mechanisms. The chairs are thoroughly inspected before being stored for shipment.

The Vogel Furniture Company is located in a two-storey rented structure of 15,000 square feet at 1717 Westmount Road. Production capacity depends on the style of chair being produced. The firm has nine employees with an annual payroll of approximately $35,000.

Sales of upholstered furniture produced by this branch of the company are handled through retail outlets in Saskatchewan, Alberta and British Columbia.



Fabric is attached to occasional chairs with staples driven by a high-speed air-stapler.

Authorized as Second Class Mail,
Post Office Department, Ottawa.

CROPS, FOREST FIRES BOMBED BY WETASKIWIN-BASED PLANES

Western Canadian farmers and commercial producers are served by Airspray Ltd., a company offering insecticide and preventive treatment of crops by airplane spraying in Western Canada. The company, established in 1955, is wholly owned by David Harrington of Wetaskiwin.

Home base for the five spray planes that travel to all points of the country as they are required, is a large aluminum hangar at a privately - owned airport near Wetaskiwin. A recent contract for the company was a budworm extermination program in the forests of New Brunswick. Some of the larger commercial vegetable producers in southern Alberta regularly contract the weed extermination for their crops to the company.

Airspray Ltd. pioneered the use of bentonite mud for fighting forest fires. The clinging mixture has been found to be superior to water when "bombing" a forest fire due to its characteristic of remaining a solid mass when dropped instead of vaporizing.

Company aircraft include three Stearman bi-planes of pre-war vintage, found to be especially adapted to crop spraying due to their slow speed and high manoueverability. The total cost of a Stearman aircraft fitted for spraying is approximately $10,000.

One of the newest type of spray planes has been recently purchased by the company. Manufactured by the Piper Aircraft Corp., the plane is a single seat low wing monoplane fitted with an oversize enclosed cockpit giving the pilot exceptionally good field of vision. The aircraft, one of four in service in Canada, costs $10,000.

The largest craft in service with the company are two Grumman Avengers, war surplus torpedo bombers used extensively during World War II by the Canadian Navy. A craft of this type fitted for spraying represents an investment of $24,000. The Avenger has a load capacity of 8,000 pounds, nearly six times the load of an ordinary spray plane. It is very valuable in forest fire fighting and is frequently hired by the Alberta Department of Lands and Forests. Total investment in equipment, including the five aircraft with their special equipment, three truck pumping units and maintenance equipment, exceeds $100,000.

The six-man staff are all pilots with more than 1,500 hours each of flying time in addition to spraying experience and mechanical training. The pilots are required to help service and maintain the aircraft. Annual payroll for the company last year was $45,000.

Cost to the producer for spray service is $1.25 per acre for weed spray and $6.50 per acre for bush spraying. The cost includes all chemicals and equipment. With one load of insecticide the Stearman aircraft is capable of treating 300 acres of crop. During 1959 the company grossed $100,000.00.

Multi-million Dollar Refinery On Stream

The Canadian Oil Companies Ltd., $4,000,000 refinery located near Innisfail went on stream in mid-October, just 12 months after the first ground was broken. The 5,000-barrel-per-day plant will produce 30,000,000 gallons of gasoline per year, mainly for the company's 250 retail service station outlets in Alberta. Diesel and heating oils will also be manufactured.

The landscape near Innisfail has been transformed. A year ago the site was a rough piece of prairie, dotted with tangled brush and weeds. Now there are fractionating towers, heaters, compressors, buildings and 16 giant white storage tanks. Around the plant ornamental trees have been planted and the fields seeded.

Located about 25 miles south of Red Deer, Alberta, the refinery borders on the new four-lane divided Calgary - Edmonton highway. It is built on a 70-acre site with an extra 200 acres held in reserve for future expansion.

The plant is unique in that it refines natural gas condensate and crude oil. Most other Canadian refineries process crude oil only. The condensate is a liquid by-product of natural gas production brought by pipeline from nearby Alberta gas fields.

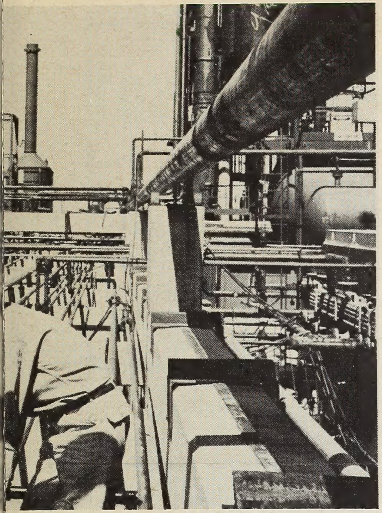
The refinery can handle 5,000 barrels of condensate a day. It is also capable of processing up to 2,000 barrels a day of crude oil as supplementary feedstock.

Workers inspect piping of the "unifiner" unit at the Innisfail refinery.

Welds of the many miles of pipe req
checked to e

Refining gas condensate has the advantage that high gasoline yields are obtained without costly processing equipment, thereby keeping investment and operating costs to a minimum. The condensate is pumped into a crude fractionating column. The first product to come off is a light gasoline component which after stabilizing goes to intermediate storage as a gasoline component. Gas off the stabilizer is used as refinery fuel. Next stage is the naphtha cut, representing the bulk of the products being refined. The naphtha goes to a unifier for sulphur removal and purification. This purified stream then goes to the platformer, where low-grade naphtha is upgraded using heat and a catalyst. The platformed product is stabilized and pumped to intermediate storage as another component of gasoline. Finally, the different gasoline components are blended with dye, tetra-ethyl lead, butane and the additives which are an important factor in producing the company's gasolines.

Back in the crude fractionating column, one stage lower than the naphtha cut, the diesel separation



in a refinery operation are continually safe operation.

takes place. The diesel fuel goes directly to storage, thence to market.

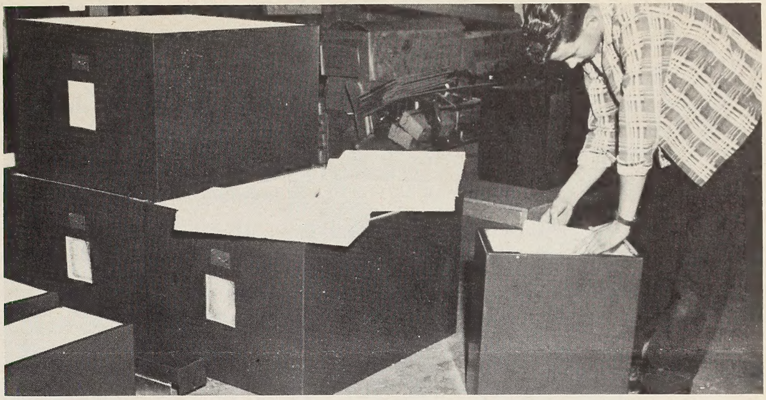
Another unique feature of the plant is the cooling system. The Canadian Oil Sarnia refinery requires 30,000 gallons of water per minute for all uses. The Alberta refinery requires only 20 gallons per minute. The reason is that hot liquids are air-cooled by a series of giant fans called air-fin coolers.

Reason for this innovation is that there is no river or lake near the plant site.

It is even difficult to find water in the ground. Engineers drilling water wells got the shock of their lives when a gas well blew in. After twelve more wells were drilled, enough water was finally found for all requirements.

The new plant includes buildings for offices, laboratory, administration departments, warehouses, garages and fire control installations within the plant. The firm will employ 25 persons with an annual payroll of $150,000.

Livestock Waterers Made In Ponoka Designed For Frigid, Western Winters



Rigid, plastic foam insulation used in the construction of Rich-Bern livestock waterers aids in keeping the device operational in sub-freezing temperatures.

Automatic livestock waterers designed primarily for use by Canadian stockmen in sub-freezing temperatures are now being manufactured at Ponoka by the Rich-Bern Manufacturing Ltd. The company, which has been making the units since 1955, recently moved from Lethbridge to take advantage of the more central market location.

Waterers are produced for hogs, sheep and cattle in eight sizes ranging from one which can serve a feed-lot capacity of 25 head of cattle to one which can water 1,500 head of sheep.

Owner-manager of the firm is Bernard Thurman, a native of Kansas, who came to Canada in 1954 as an agricultural products distributor. In his travels throughout the province he met with repeated requests for a livestock waterer that would stand up to the Western Canada winters, and meet the strict electrical protection requirements.

The Rich-Bern waterer comprises an outer box of 14-gauge welded steel construction which is insulated with one-inch rigid plastic foam insulation. A 22-gauge galvanized steel water pan featuring "Pittsburg lock" construction which prevents damage from freezing in case of power failure fits into the unit. A diaphragm valve with a porcelain seat keeps water at a constant level in the pan. It will function under water system pressures ranging from 60 pounds to 70 pounds per square inch.

The waterer employs the use of electrically-heated copper channels to circulate the water in the pan and keep it at a constant temperature. A 400-watt heating element is connected to an adjustable thermostat which can be turned off in warm weather, and turned up to 100 degrees F. in cold weather. The heating element will automatically shut off in case of malfunction of the water system.

For use in farms, the waterer should be mounted over the incoming water line and electricity outlet, on either heavy timber or concrete.

The Ponoka plant is located in rented premises of 3,200 square feet. Major equipment, costing in excess of $30,000, includes a six-foot power shear, four-foot box and pan brake, a 14-ton press, 20-gauge steel lock former, electric and acetylene welder, a drill press, power grinder and saw, and a power breakdown tester.

Four persons are employed. The plant is capable of producing 300 units per month with an annual value of approximately $80,000.

ALBERTA INDUSTRIAL OPPORTUNITIES

GARMENT INDUSTRY

A 1957 survey revealed that the average annual urban family expenditure for clothing was around $425. As expenditures on clothing have certainly not decreased since 1957, the 1960-61 figure will total $76,500,000 for Alberta cities alone—and certainly the urban plus rural market will be well in excess of $100,000,000.

In 1959 only $11,000,000 worth of clothing was made in Alberta.

In 1951 there were 223,000 families in Alberta; in 1956 there were 263,000; and the 1961 census can be expected to show 300,000. Of these nearly 180,000 will be classified as urban.

Alberta clothing manufacturers should be able to increase production and sales substantially. The following table shows estimated minimum size of market 1961—for a cross section only of clothing items:

ITEM	Average* Expenditure Per Family	Minimum Alberta Market
FEMALES, 4-15 YEARS:		
Winter coats except fur	$ 3.20	$ 576,000
Sweaters	1.20	216,000
Dresses, skirts, blouses	3.20	576,000
Shoes: dress and school	3.80	684,000
FEMALES, OVER 15 YEARS:		
Winter coats except fur	11.20	2,016,000
Spring and fall coats	7.30	1,314,000
Fur coats	14.60	2,628,000
Sweaters	5.70	1,026,000
House dresses	3.10	558,000
Skirts	5.70	1,026,000
Shoes: street, dress, school	14.40	2,592,000
Shoes: casual wear	3.40	612,000

ITEM	Average* Expenditure Per Family	Minimum Alberta Market
MALES, 4-15 YEARS:		
Winter overcoats	$ 1.20	$ 216,000
Suits and trousers	5.60	1,008,000
Work pants, jeans, overalls	2.60	468,000
Shoes: street, dress, school	4.60	828,000
MALES, OVER 15 YEARS:		
Winter overcoats	8.60	1,548,000
Sport jackets, windbreakers	6.60	1,188,000
Suits and trousers	39.80	7,164,000
Shirts, business	7.80	1,404,000
Shirts, work	2.80	504,000
Shoes: street, dress, school	11.40	2,052,000

Technical Information Service

The following is a list of general headings of research reports available from the Technical Information Service, Research Council of Alberta, Edmonton:

A—Metallurgy: (i) Metalworking and Metal Problems
(ii) Welding and Gas Cutting
B—Mechanical and Electrical Engineering (power, air conditioning, maintenance and plant equipment, etc.)
C—Civil Engineering (including building research, construction, etc.)
D—Nonmetallic materials (textiles, plastics, rubber, etc.)
E—Chemical Specialties (including detergents, cosmetics, etc.)
F—Good Products and Biology
G—Graphic Arts (printing, inks, etc.)
H—Chemical Engineering
I—Industrial Engineering
J—Materials Handling
K—Salvage and Waste
L—Miscellaneous (wood products, water, ultrasonics, etc.)

Research organizations of the Department of Industry and Development will attempt to secure additional information on any of the topics mentioned in this section on behalf of interested parties. Inquiries should be directed to Richard Martland, Director, Industrial Development Branch, Department of Industry and Development, Edmonton.

TOWN OF VEGREVILLE

Location: Section 18-52-14-W4 in Census Division No. 10. This is 64 miles east of Edmonton on Highway No. 16. The community is served by two CNR branch lines, and one CPR branch line.

Altitude: 2,082 feet.

Temperature: Mean summer temperature, 54 degrees F.; mean winter temperature, 16 degrees F.; mean yearly temperature, 35 degrees F.

Rainfall: Annual average rainfall, 10.39 inches; average snowfall 42.2 inches; average total precipitation, 14.61 inches.

Geology: The bedrock of this area, underlying the glacial deposits, is the Belly River Formation of the Upper Cretaceous period. The formation is a series of light colored sandstones and shales.

Soil: The soil profile of black to dark brown is 12-14 inches in depth while the lime layer is found 30 to 40 inches below the surface. Soils are among the most fertile in the province, having in the top 12 inches about three or four times the amount of nitrogen and organic grassland and woodland. A high percentage of the land is arable and is used for mixed farming and production of cereals.

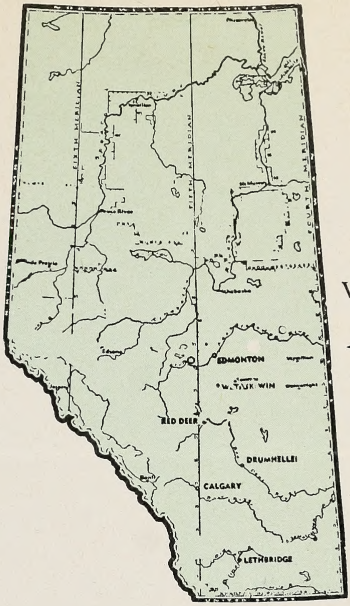
History: The town is named after a pioneer Roman Catholic missionary, Father Vegreville. First English speaking settlers arrived in the area in 1894, and about 1902 a hamlet was formed. In 1905 businessmen decided to move the community to a site a few mile away which would place it on the railway line. The new townsite was incorporated as a village on April 15, 1906, and four months later when the population reached 344, it became a town.

The Canadian Northern Railway reached the centre in 1905 while Canadian Pacific service did not begin until 1930. Vegreville has had electric power since 1908; water and sewer since 1912, and natural gas service since 1940.

Living Conditions: Vegreville is a railway, educational and judicial community, and the centre of a prosperous mixed farming area. Visitors are impressed by tree-lined streets, paved sidewalks, fine homes and a variety of business establishments. The district has many lakes to provide summer outdoor recreation opportunities. There are public and separate school facilities for the teaching of Grades 1 to 12.

There are approximately 800 private residences in the town. Average rent for a modern, five-room house is $85.

Administration: The town is governed by a mayor elected for a two-year term, and six councillors, two elected each year for three-year terms. A secretary-treasurer carries out the policy set by council.



VEGREVILLE
ALBERTA

Laws and Regulations: There is a zoning bylaw, and plans for new buildings, alterations and removal must be approved by a building inspector. Electrical and sanitary installations must comply with provincial regulations. The town is policed by members of a RCMP detachment.

Fire Protection: A volunteer fire department of 26 men has at its disposal adequate equipment to ensure efficient fire protection. Water is obtained from a nearby river and a standby well is available in case of emergency. Forty hydrants are located throughout the town.

Tax Structure: Mill rate for 1960 was 62 mills. Assessment totalled $3,556,570, made up of: land, 100 per cent of value, $616,115; and improvements at 100 per cent of 1939 value, $2,940,455.

Areas: Town area, 1,480 acres. There are 24.75 miles of roads and 11 miles of cement sidewalks. There are 2.1 miles of storm sewers; 9.91 miles of sanitary sewers and 11.54 miles of water mains.

Power: Three-phase, 60-cycle power is supplied to the town by Canadian Utilities Limited. Domestic rate is $1.20 for the first 10 kwh or less used per month; five cents per kwh for the next 25 kwh used per month; two and one-half cents per kwh for the next 100 kwh used per month, and two cents per kwh for additional usage. Special commercial and power rates are available.

Water: Water, obtained from the Vermilion River, is pumped into a 100-million-gallon earth reservoir located about one-half mile south of the town. Water is treated and stored in two elevated towers of 83,000- and 60,000-gallon capacity. Consumption in 1959 was 51,100,000 gallons. A stand-by well, in case of emergency, is capable of supplying 125,00 gallons daily.

Gas: Is supplied under a franchise by Northwestern Utilities Limited. General rate for the first 20 therms or less used per month is $3.00; all additional therms at 4.2 cents per therm. An optional rate is available on annual contract to customers whose annual consumption is more than 11,900 therms. Fixed charge is $20.00 per month, plus a commodity charge of 2.4 cents per therm.

Fuel: L.P. gas can be produced at $6.50 per 100-lb. cylinder. Diesel fuel is available at a rate of 16 cents per gallon summer grade, and 17.5 cents per gallon winter grade. Coal is not used.

Local Resources: Straw, cereals, dairy products, poultry, eggs, horses, cattle, sheep, hogs, honey, sand and gravel.

Government Services: Federal—post office, VLA office, armoury, RCMP detachment, experimental agricultural station; Provincial — court house, Treasury Branch, liquor store, district agriculturist, district home economist, school superintendent; Municipal—civic offices, fire hall, school division office, health unit office.

Health Services: An 85-bed, 15-bassinet hospital is operated by the Sisters of Charity. It is also a recognized nurses' training school. There are also five practising physicians, one public nurse, two dentists, one chiropractor, two veterinarians, two drug stores.

Professional and Skilled Services: Five solicitors, three beauty parlors, three barber shops, two watch repair shops, one optometrist.

Transportation: Canadian National and Canadian Pacific Railways, Greyhound Bus Lines, taxi service.

Communication: Two weekly newspapers, CP and CN telegraphs, Alberta Government Telephones. Radio and television service from Edmonton.

Financial Facilities: Bank of Montreal, Toronto-Dominion Bank, Treasury Branch.

Hotels: Alberta Hotel, Prince Edward Hotel (both have 43 rooms).

Tourist Camps: Bluebird Motel, Highway Cabins, Twilight Cabins, Trailer Park and Tent accommodation.

Churches: Roman Catholic, Anglican, United, Greek Orthodox, Greek Catholic, Jewish Synagogue, Russian Orthodox, Evangelist, Lutheran.

Lodges: Masonic, B.P.O.E., I.O.D.E., Eastern Star, Knights of Columbus.

Service Clubs: Kinsmen, Lions, Chamber of Commerce, Rotary, Canadian Legion, Ladies' Auxiliary to the Canadian Legion.

Societies and Associations: Agricultural Society, Red Cross, Handicraft Guild, Choral Society, Art Society, District Ministerial Association, Home and School Association.

Education: Vegreville is the headquarters for the Vegreville School Division and the St. Martin's Separate School Division. Grades 1 to 12 are taught along with the following optional subjects; typing, office practice, shorthand, industrial art, home economics, bookkeeping, art and shop. There are nearly 900 pupils in the public school system, and slightly over 200 in the separate school system.

Theatres and Halls: Capitol Theatre, Legion Hall, Elks Hall, National Hall, Armoury, Drive-in Theatre.

Cultural Activities: A 5,000-volume library is supported by provincial and town grants and revenue from subscribers. Other activities include an art club, handicraft guild, choral group, junior choir, junior school band, and instruction in piano, voice and violin.

Youth Activities: Boys—Boy Scouts, Army Cadets, junior golf club, junior curling, 4-H Club; Girls—Girl Guides, Brownies, C.G.I.T., curling and 4-H.

Sports: There is a 35-foot by 105-foot swimming pool with 600 lockers and four showers; nine-hole golf course, covered arena, Kinsmen Park, six-sheet artificial ice curling rink.

Fairs: Class "B" circuit.

Co-operatives: N.A.D.P., Vegreville Livestock Shipping Association, Alberta Pool Elevators, United Grain Growers, Maple Leaf Oil Distributors.

Population: Trading area population, 1956 census, 26,117; town population, 1956 census, 2,574; town population at July, 1960, est., 2,853.

Trading Area: North for 40 miles; west for 30 miles; south for 25 miles; east for 30 miles.

Industrial Development: Agriculture is the major source of income and employment in this area of Alberta. The average farm consists of about 450 acres of which 280 acres are improved. Three-quarters of the land is operator-owned. Wheat is the predominant crop grown, followed by oats and barley. There is a ratio of just over one tractor per farm. Only 60 per cent of the farms have trucks; and 40 percent grain combines.

Industrial Sites: Are available on both CNR and CPR trackages. Home sites are also available.

For further information about Vegreville,
write

SECRETARY-TREASURER
TOWN OF VEGREVILLE
VEGREVILLE, ALBERTA

or

R. MARTLAND
Director of Industrial Development
Department of Industry and Development
502 Administration Building
Edmonton, Alberta